brick stream™

built-in analytics
superior data capture

BRICKSTREAM SeeMore 3D
Intelligent Edge Device

PRODUCT DESCRIPTION

Brickstream's SeeMore intelligent devices represent the next generation of video analytics. SeeMore integrates data capture and behavior analytics into one device, providing a common platform for the collection of a wide range of customer behavioral data. Now, traffic metrics, queue metrics, service metrics, and full store track data are captured and analyzed in a single smart device. Accurate data collection forms the foundation for a robust behavioral analytic solution. SeeMore 3D provides that foundation.

ADVANTAGES

SeeMore 3D offers multiple advantages over traditional data collection devices and video analytic platforms. SeeMore 3D utilizes advanced stereo vision (3D) and patented path tracking technology to provide accurate data under a broad set of environmental conditions such as high traffic and dynamic lighting in both indoor and outdoor environments. Based on 3D information, the system accurately distinguishes between children, adults, and other objects such as shopping carts. Path tracking technology collects time, location, speed, and direction of travel, enabling sophisticated behavioral analytics, beyond basic counting capabilities.

Integrating video analytics and data management at the edge reduces total cost of ownership by eliminating the need for additional computers or data collection devices. An integrated web server enables complete configuration and management via standard web browsers either locally or remotely over a LAN/WAN. The system scales by simply adding additional devices to the network. Industry standard 802.3af Power-over-Ethernet is supported to facilitate utilization of existing networking infrastructure and network management tools.

SeeMore 3D deployments are managed by SeeMore Global, an enterprise software package facilitating remote management and configuration of SeeMore 3D devices. Brickstream's BehaviorIQ platform supports the collection and warehousing of SeeMore 3D metrics, including integration of external data sources (POS).

KEY FEATURES

- Collects and stores metrics at one minute granularity

- Simultaneously counts adults, children, and shopping units in separate data streams

- Filters objects based on height, shape and size, i.e. children, shopping carts, and strollers as desired

- Robust and accurate metrics across a broad set of environments: indoor/outdoor and high traffic

- Adjusts automatically to environmental changes such as lighting and temperature

- IP addressable, enabling remote management and support, including software upgrades

- No additional in-store devices required for data collection and delivery

- Simple, intuitive web interface provides full device configuration and management capabilities

- Easy, unobtrusive, overhead mounting with support for oblique views

- Supports scheduled streaming digital video output for remote data validation

- Flash memory stores configuration settings and up to 10 days of data.

- Data packaged in XML packets and delivered over HTTP protocol, FTP, or daily e-mail

- Real-time data delivery

- Digital IO for external device and system integration

BRICKSTREAM SeeMore 3D (Technical Features)

PACKAGING	
Device Dimensions	2.6" x 6.1" x 1.3" 66mm x 155mm x 33mm
Lens Options	Ranges from 2.0mm to 6mm supporting heights from 8 feet up to 39 feet (2.4m to 12m)
Enclosure	Plastic Color: white or black
Field Upgradeable	Supports software upgrades over TFTP
Power	Maximum 4.5Watts Power-over-Ethernet or 24 Volts DC external
Weight	0.4 pounds / 0.2 kg
LEDs	3 tri-state (red, amber, green)

NETWORK	
Cabling	Category 5e
Ethernet	Single channel 10/100Mb Ethernet
Addressing	DHCP or Static IP
Protocols	TCP/IP, DHCP
Time Synchronization	SNTP, Daytime Protocol, Proprietary
Data Delivery	HTTP, SMTP, FTP
Secure Data Delivery	HTTPS, FTPS
Software Upgrade	TFTP

ABOUT BRICKSTREAM®

Brickstream is a leading provider of behavior intelligence solutions for understanding human behavior in the places where people shop, gather, work and play. Brickstream's technology intelligently collects, integrates and analyzes data related to the actions of people as they enter, move through and exit an environment, delivering the equivalent of clicksteam analytics for the brick-and-mortar world. Leading retailers, grocery chains, hospitals, banks and others use Brickstream to understand more about their customers and visitors, and draw on the insight gained to enhance customer service, optimize resources, and maximize economic opportunities in real-time. Headquartered in Atlanta, Brickstream has the largest installed base of 3D smart devices installed worldwide, a global network of partners, and regional offices in Europe and Asia.

For more information, email us at **info@brickstream.com** or call **1-866-BRICKSTREAM.**